

SLAUGHTER OF PIANO PRICES

GREATEST SACRIFICE OF VALUES EVER KNOWN IN THE CITY OF RICHMOND. SALE NOW ON AT

THE CABLE COMPANY—OUR NAME OUR GUARANTEE

Never Before Have Pianos of Such Recognized Worth Been Sold at Such Low Prices. The Chance of a Lifetime to Secure a Fine Piano!

LOOK AT THIS— NOTICE THE PRICES.

10 Beautiful New Upright Pianos.

Every up-to-date improvement embodied in these magnificent instruments.

REGULAR PRICE \$250.

**HOLIDAY PRICE
ONLY \$150.00**

Biggest value for the money ever offered.

25 Elegant Upright Pianos in This Lot.

FORMER PRICE \$300.

**HOLIDAY PRICE
\$225.00**

TERMS—Nothing down and \$1.25 per week. Think of this for an Xmas offering. Can you afford to miss such an offer?

50 Largest Full size Upright Pianos

mahogany, oak or figured walnut cases. Boston fall board, continuous hinges, strictly modern and up-to-date and fully warranted.

REGULAR PRICE \$350.

**HOLIDAY PRICE
\$269.00**

This is the offer of a lifetime. TERMS—Nothing down and \$1.50 per week.

50 New Upright Pianos.

STANDARD MAKES—FULLY WARRANTED FOR TEN YEARS—

containing every improvement known to scientific piano building. The latest patented action, absolutely a sweet and lasting tone.

REGULAR PRICE \$375.

**HOLIDAY PRICE
\$289.00**

This instrument has been on the market for twenty years and is endorsed by most eminent musicians.

Nothing down, \$7.00 per month.

OPEN A CHARGE ACCOUNT. YOUR CREDIT IS GOOD HERE.

The Greatest Sacrifice of Values in Fine Pianos and Musical Instruments that the City of Richmond has ever known marks the last week of our Annual Christmas Sale. The stock shipped us for disposal of during the holidays was an enormous one, but we have decided that it must go before December 24th. Customers have thronged our store. The main warerooms and our beautiful display parlors have been crowded every day since this great sale started; but the last week must witness even greater activity, as the remainder of our stock, embracing the finest collection of Pianos and Organs ever displayed in this city, must be sold in the few days remaining prior to Christmas.

Do not hesitate. Bear in mind that we absolutely guarantee to convince you that the instruments and prices displayed in this advertisement are correct in every particular. Our reputation and business integrity backs this statement.

WHAT WE OFFER.

The finest Pianos and Organs manufactured by the largest manufacturers of pianos and organs in the world.

Prices lower in many cases than small dealers can buy the same grade of goods to resell again.

Terms that will be arranged in every case to suit the customer. Can any offer be fairer?

Remember, Our holiday prices this week are in most cases about half the regular value.

Competitors Copy Our Advertisements, But They Can't Copy Our Prices for Same Value of Instruments Sold

OTHER SPECIAL BARGAINS WHILE THEY LAST

STEINWAY & SONS' PIANO \$150.00

TERMS \$5.00 CASH AND \$5.00 PER MONTH.

WESER BROS.' UPRIGHT \$98.00

\$1.00 CASH AND \$1.00 PER WEEK.

**20 Upright and Square Pianos at Your Own Price and Terms.
THEY MUST GO THIS WEEK.**

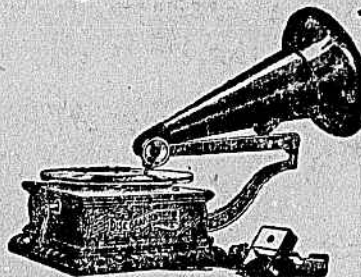
ORGANS:

**Mason & Hamlin and Chicago Cottage Organs, Ranging in Prices
From \$25.00 to \$500.00.**

TERMS AS LOW AS \$2.00 PER MONTH.

FINE BARGAINS IN SLIGHTLY USED ORGANS ON YOUR OWN TERMS

Talking Machine Department.



The Phonograph and Graphophone will furnish you with necessary music for dances. It will furnish satisfactory amusement for any festive gathering you may have. It educates you to appreciate music. Last—it is moderate in price.

Columbia Phonographs and Graphophones, Cylinder and Disc Records, \$8.50 to \$65.
Charged if you wish it.

PHONOGRAPH RECORDS TO FIT ANY MACHINE.

GOLD MOULDED, THE BEST MADE. 10,000 JUST RECEIVED. 25c EACH IS THE PRICE.

22 Upright Pianos of Our Latest Manufacture.

The best quality of material used and workmanship unsurpassed. Cases of latest art designs, in mahogany, walnut, rosewood and Flemish oak.

REGULAR PRICE \$400.

**HOLIDAY PRICE
\$325.00**

TERMS—Nothing down and \$8 per month.

17 Strictly High Art Upright Pianos

No piano manufactured excels them in reputation.

REGULAR PRICE \$500.

**HOLIDAY PRICE
\$390.00**

Terms, \$25 cash and \$10 per month.

6 Upright Grand Pianos

BEARING THE NAME OF THE WORLD'S MOST RENOWNED PIANO BUILDERS. A broad statement, but true.

REGULAR PRICE \$750.

**HOLIDAY PRICE
\$550.00**

Ordinarily these pianos are sold for cash, but we will arrange accommodating terms during this sale.

4 Slightly Used Cables.

THE NAME GUARANTEES THEM FOR TEN YEARS AND MORE.

REGULAR PRICE \$400.

**HOLIDAY PRICE
\$250.00**

TERMS—Nothing down and \$2 per week.

2 Full Size Schubert Pianos, slightly used, but in perfect condition.

A \$400 PIANO FOR ONLY

\$215.00

TERMS—Nothing down and \$1.50 per week only.

3 Famous Kingsburys,

slightly used to go for

\$175.00

DURING THIS SALE.

A regular \$400 instrument. Think of it.

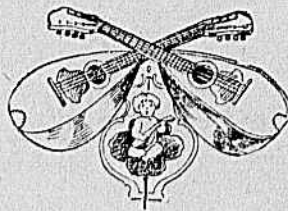
SMALL INSTRUMENTS FOR XMAS PRESENTS



BANJOS.

\$3.50 to \$50.00

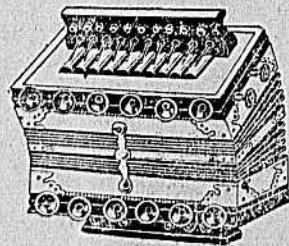
These prices are just one-half the regular prices, and the stock of instruments is by far the most complete in the city in every respect.



GUITARS.

\$3.00 to \$50.00

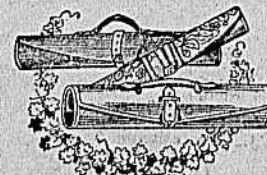
We have cut the price of our stock of fine Guitars to meet the demands of holiday buyers. A Guitar is an elegant present, and will not fail to be appreciated.



MANDOLINS.

\$3.00 to \$50.00

Remember, the holiday price is just one-half the regular price. If you want a Mandolin and don't buy now from us, you'll regret it.



ACCORDEONS.

\$1.50 to \$8.00

The best instruments for the money in the South, and a source of endless enjoyment to their possessor. Give your boy an Accordion for Xmas. He'll want it.

MUSIC ROLLS.

Ah, ha! At last we have discovered what she wants. Nothing nicer for Xmas than a roll of latest music.

**50c to \$3.50
IS THE PRICE.**

VIOLINS.

\$3.50 to \$150

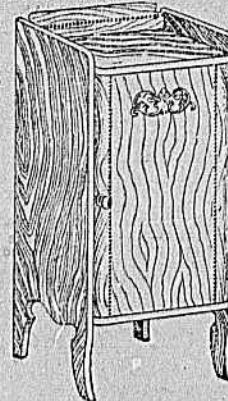
Such a stock of Violins you have never seen before, embracing every class—cheap, medium grade, up to elegant instruments for the best musicians.

MUSIC BOXES.

All styles and makes.

**Prices
50c to
\$500.00.**

Terms to suit the customer.



SHEET MUSIC.

Largest stock south of Baltimore at one-half price for popular music. 50,000 copies of music.

10c Per Copy.

SECURE YOUR PIANOS BEFORE CHRISTMAS.

No payment to need be made until the month of January. Our new credit system allows you to buy Pianos from The Cable Company on straight monthly payments without the necessity of making a payment when the instrument is delivered. **SEE US TO-DAY AND HAVE YOUR PIANO DELIVERED FOR XMAS.**

OPEN EVERY NIGHT UNTIL XMAS

THE CABLE COMPANY

Mayfield.

J. G. CORLEY, Manager.

RICHMOND, VIRGINIA.

OPEN EVERY NIGHT UNTIL XMAS